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ABSTRACT

This study has been undertaken to determine the library needs of Auburn, Massachusetts, and to analyze the existing library services. The community analysis includes use of the 1970 U.S. Census, interviews and other available data and the survey of the library includes samples of the circulation, registration, and shelf list, and analysis of the budget and past annual reports. Because the data gathering and analysis were carried out according to a prescribed pattern, the resulting information provides a comparison between the community needs and existing library services. In addition, the methodology permits comparison of various elements with other communities surveyed by the same technique. Evidence gathered from this study supports a rearrangement of space priorities in the library, the goal of increasing the ratio of professional staff to nonprofessionals and a greater emphasis on planning programs for adults in the library. (Author)

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A Study Of
The Community of Auburn
And Its Library Service

by

Charles F. Moore
and
Janice Charbonneau

March 1976

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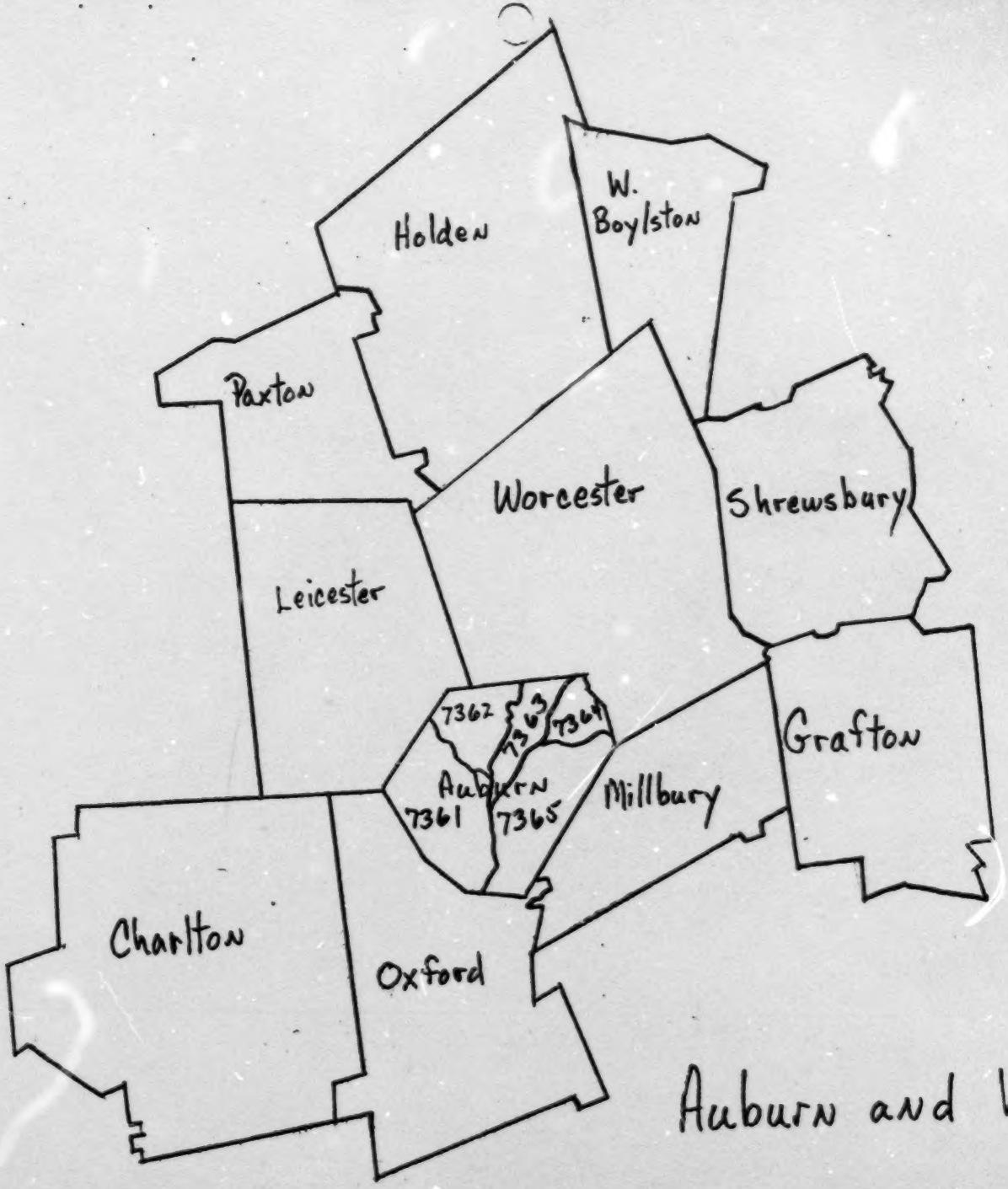


Auburn and Vicinity

INTRODUCTION

It is generally recognized that the public library performs a variety of functions in modern society. The assortment of varied duties can be summed up in three main themes: education, information and recreation. These headings cover virtually any conceivable service that a library may provide for its clientele. In addition to the variety of service offerings, mention should be made of the many forms that library services may take. Libraries handle information in a variety of media; printed, film and recorded to name several. Services may also be presented by a number of different approaches, both in and out of the library building. Service to the homebound, television programing and bookmobiles are a few examples of variety in approach.

To be ready to serve the community at the optimum level it is vitally important that the community be thoroughly understood. Urban-suburban, rural-industrial, wealth-poverty are only a few of the many possible variations that can be present in any community. In addition to simply being present, these contrasting characteristics will have a major influence on the needs of community residents. Services that would satisfy one segment of the population may be ignored by another. For this reason it is most important to understand the background of a community and the resultant needs of the residents.

The second element in good service is the library itself. How well the library and staff meet the needs of the community is of major importance. If the services provided do not match what the potential user wants, there is considerable effort going to waste. The library must be providing the right services in sufficient quantity in the correct way or it is not doing a complete job.

Purpose

This study has been undertaken to know the community better, and to examine closely the library operation. The first section examines many aspects of the community to see how they influence the lives of the residents. Close attention is paid throughout to the factors that are known to have a bearing on library use. It is the intent of the study to determine why residents use the library, when they use it, and how they use it. More importantly, the study hopes to determine the reasons for all of the above. Understanding these influences will help to clarify the real needs of the community.

The second portion of the study takes a close look at what the library is doing, intentionally and otherwise. Careful investigation will reveal what is being done and not done. It will also try to see the library as it appears to the public. Lastly, it will include a look at why the library is what it is. From this data a total picture of the library should emerge.

By combining the information on the needs of the community with the picture of the library and its services a foundation for planning is laid. By comparing what is wanted with what is being done, a clear pattern of what areas require improvement will show. Based on this knowledge long and short range goals can be established, and a plan of action drawn.

Methodology

Different methodologies were employed depending upon the nature of the required information. Data for the community analysis was collected 1970 census reports, and studies by other agencies. A number of department heads and the chairman of several boards were interviewed in person as part of the data collection.

Information on the library was collected during the fall of 1975. Samples of the circulation, and registration and shelf list files were gathered for analysis. Past issues of the Annual Report were the source of data on the budget and circulation over the years.

To gain some idea of what the various data meant, they were compared with several different sets of collected information. The American Library Association, Interim

Standards for Small Public Libraries and the Statistical Standards addenda to the Minimum Standards for Public Library Systems, 1966 were helpful as a basis of comparison. For more current statistics, the 1974 Comparative Public Library Report of the Massachusetts Bureau of Library Extension provided useful recent statistics arranged by the size of population served.

It should be noted that the two ALA publications listed above were published in the 1960's, hence they contain material that is somewhat dated. They were used with full knowledge of this fact for two reasons. First, they are the only comparable authority on the subject of standards and second, they contain a number of qualitative figures which still are relevant. In both cases they can serve as a bench mark.

Summary of Conclusions and Recommendations

General conclusions

The Auburn revealed by the enclosed data would almost seem to have been planned to typify the median. Data on income, occupation, age and education levels all show a community at or near the national median in each category. Not only does the community as a whole approximate the national average, but the five census tracts individually show only a few significant variations from median levels.

The picture of Auburn drawn from the data is that of a middle income suburban community. During the past twentyfive years the town has changed from a rural area to a typical suburb in many respects. Most significant in effecting the change has been the network of highways which now pass through Auburn. Around the highway network a growing collection of support businesses and related commercial enterprises have drawn many people to town. At the same time people were finding Auburn to be a convenient place to live while working in Worcester. Today Auburn is a typical suburban community in that it looks to Worcester to supply many of the jobs and cultural attractions for its residents. While being dependent on Worcester for many things, there is a certain amount of local identity as well. This can be found in many recreational activities and the retail outlets located in town.

Through the years a solid program of library service has developed in Auburn. Efforts have been made to maintain an up to date library collection and to introduce new developments to the community as they became available. Today the library can offer its patrons a representative collection of materials and an active program of service. This is possible because the staff and trustees have worked for and the community has supported an adequate budget. From this well-established base the library is in a good position to offer programming and services to the community.

General recommendations

Although the library program is a solid one, there are several areas where changes would result in improvements. Some of the recommendations are already being worked on, others will take a longer time to implement.

> Recommendation: Clearer directional signs are needed inside the library and out.

Although the library is plainly visible from a busy thoroughfare, many people have commented that they did not know where the library was. The existing sign blends so well with the building that it is often unnoticed by passing motorists. In addition, the library is the site of many region wide meetings. Signs are needed to direct nonresident to the library from the expressway which would be the most likely route into town. Signs to direct the public to the library have been installed and an article for funding of a sign at the library has been submitted for the next town meeting warrant.

Inside the library signs are needed to direct the patron to the material he needs. At the present time a newcomer cannot tell at a glance, the location of the various library materials. This should be remedied by signs indicating various locations throughout the building.

> Recommendation: The Children's Room should be enlarged by approximately 1,000 square feet.

The Children's Room as currently defined is inadequate to meet the spacial requirements which are placed upon it. In practice it does not provide sufficient space for the materials that belong there, nor is there adequate room for the

children and their activities. Whether the needed space is made available by reallocation of space or by an addition, serious consideration must be given to alleviating this problem.

> Recommendation: The long range goal for the library should call for a staff of three professionals and seven FTE non-professional staff.

Demands upon the current staff indicate and recommended standards reinforce the need for additional professionally trained staff members. Several of the current staff are often called upon to perform what would usually be termed professional tasks. At the present time the library is fortunate to have a staff with considerable experience who have benefitted from continuing education opportunities. Because of this background they are capable of meeting the demands placed upon them. As retirements and resignations occur, replacements should be chosen with the recommended proportions of professional to non-professional staff in mind. Consideration should be given to selecting staff with training in adult services, children's services, administration and technical services.

> Recommendation: The registration file should be updated to be as current as possible and should be maintained with as much accuracy as possible.

The registration file has become overloaded with registrations which are invalid because of deaths, relocations and a variety of other causes. A plan must be devised to weed out the registrations which are no longer valid.and to maintain a continuing effort to see that this is done. At the same time an effort should be made to keep a more accurate record of occupations as this is useful information which is often neglected.

> Recommendation: A greater effort should be made to plan programs catering to the interests of young adult and adult residents.

Although the library provides a wide variety of services to these two groups, little or no effort is made toward providing programs for their active participation. Because a strong effort is made to involve children in the library program, a foundation is being laid to continue this activity to older age groups. The library needs the kind of support this kind of programming can provide from the community. It is also true that the community could use the opportunity to focus its energy into a community centered agency.

CHAPTER I
THE COMMUNITY

Demographic Characteristics

Library research studies have shown that people who use libraries are likely to be

1. more young people than elderly;
2. more highly educated than less educated;
3. more high income than low income;
4. more professional than clerical workers;
5. more housewives; and
5. more who live close to the library.

In order to determine tha applicability of these findings to Auburn, the data from the 5 tracts of the 1970 census was analyzed with emphasis on age, education, employment, income and marital status. Discussion of the census data entails the use of several terms which require an explanation. Auburn is divided into five geopgraphic areas of study by the census takers. These are areas roughly alike in population. The census tracts are numbered 7361 through 7365 and their location is shown on the map entitled Auburn and Vicinity. For purposes of simplification the census tracts are known by their last digit only, hence they will be referred to as tracts 1 through 5. The second term needing an explanation is again a census term, Worcester SMSA. This is another geographic area and it encompasses a group of towns contiguous to Worcester. The state is divided into eleven Standard Metropolitan Statistical Areas of which Worcester is one.

TABLE I-1
Population sumaries for Auburn from 1950 to 1970

1950	1955	1960	1965	1970
8,840	12,442	14,047	15,396	15,347

Over the last twenty years the population of Auburn has almost doubled, as shown in Table I-1, although the rate of population growth has stabilized in the last five years.

TABLE I-2
Population breakdown by sex and age group

	male	female	total	
under 5	727	666	1393	08.7o/o
5-13	1679	1415	3094	19.5o/o
14-18	822	775	1597	10.0o/o
19-34	1279	1455	2734	17.2o/o
35-64	2698	2861	5559	35.1o/o
65-	715	741	1456	07.1o/o
Total	7920	7913	15,833	

In Table I-2 one can see that the proportion of men to women is fairly equal. The percentages of people in three age groups: under five, teenagers and those 65 and over are about the same. 28o/o of Auburn's population is under thirteen. The children's services and programs are geared to this age group. 52o/o of the population falls into the category of adult library users. The largest percent of the population under 36 years of age resides in the locality encompassed within census tract 5; followed by tract 1; tracts 4 and 2 are about equal and tract 3 has the least. The median age of Auburn residents is 26.4 compared to the national median age of 28.0.

TABLE I-3
Educational characteristics of adult population over 25.

	NONE		ELEMENTARY		HIGH SCHOOL		COLLEGE	
	#adults	%	#adults	%	# adults	%	#adults	%
Auburn	21	.02	1614	18.9	4914	57.8	1,917	22.5
Worc. SMSA	3125	1.6	47,106	24.2	101,477	52.2	42,612	21.9

Median year completed: Auburn 12.2 Worcester 12.1

Table I-3 shows a comparison of educational levels in Auburn and the Worcester SMSA. As can be seen the two are very similar with only slight variation between the elementary and high school figures. With 77.5 o/o having a high school education or less, consideration should be given to programs and materials of interest to this group.

Further analysis of the data shows that tract 5 has a significantly higher portion of college trained residents with 31.8 o/o of the adults over 25. Tracts 2,3, and 4 have about the same percentage of college graduates, about 20 o/o. The lowest portion of college graduates is located in tract 1 with 14.6 o/o. Library studies have indicated that a majority (60 to 80 o/o) of the adult library users are drawn from college educated residents. In Auburn 22.5 o/o of the over 25 adults fit into this category.

The high school educated part of the population (57.8 o/o) is distributed in indirect variation to the college educated proportion. Tract 1 has the greatest percentage of high school educated (66.9 o/o) and tract 5 has the lowest percentage (49.5 o/o). Approximately 28-38 percent of library users come from this group.

It should be noted that the median years of education (12.2) is the same as the national median. Only the median of tract 5 (12.5) varies appreciably from the national average.

TABLE I-4
School enrollment

	Number	o/o of total enrolled.
Nursery, kindergarten, elementary	3256	65.6 o/o
High school	1204	24.3 o/o
College	497	10.0 o/o
Total	4957	

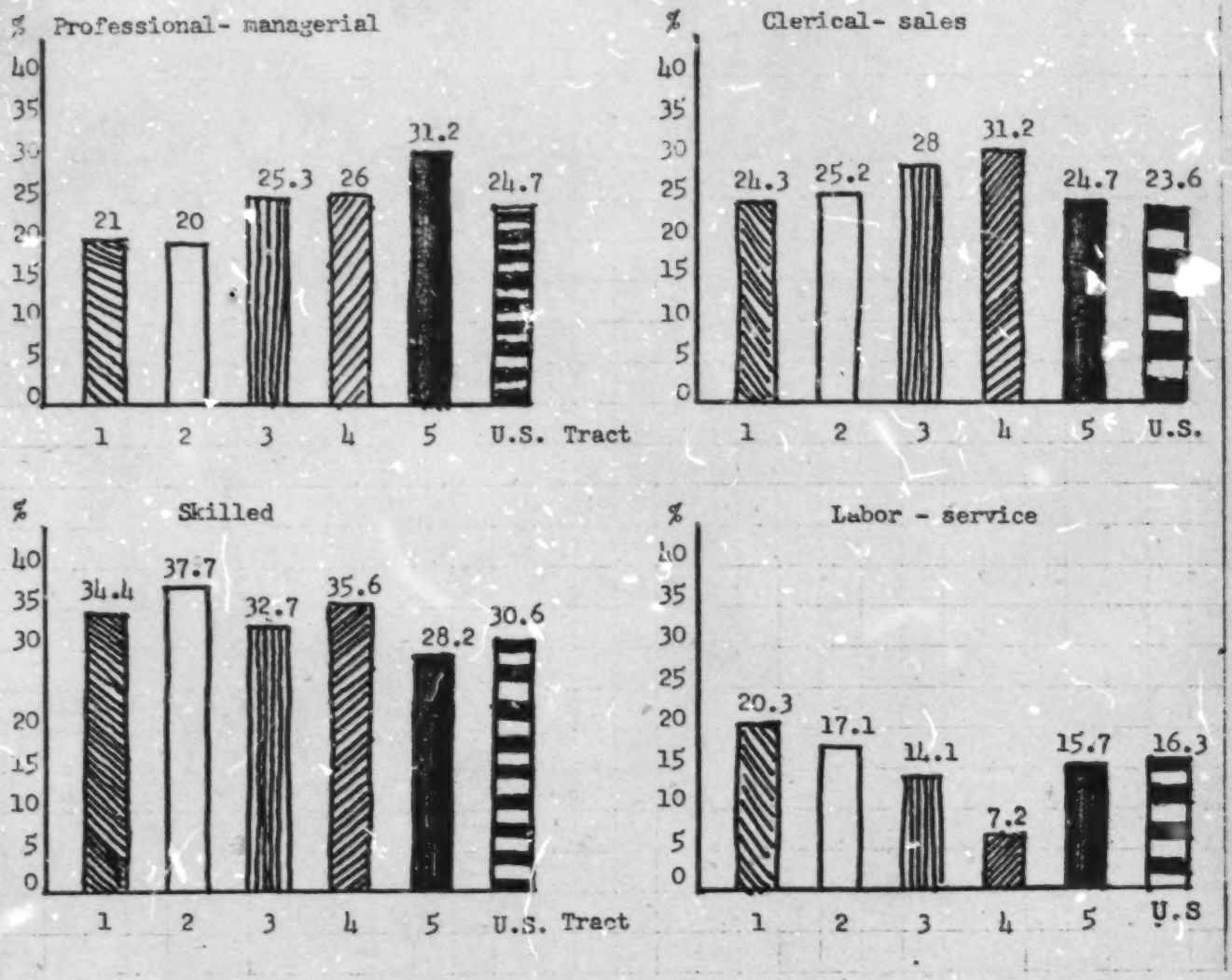
From Table I-4 one can get an approximation of the school enrollment. This information can be some guide to how much student use might be expected. 31 percent of the total population of Auburn is enrolled in school. Compared to 23.5 percent for Massachusetts and 21.3 o/o nationally it can be seen that there is a relatively high student population. This should be reflected in student use of the library.

Table I-5 shows a breakdown of Auburn's workforce into the major categories of "kindred workers" as defined by the Bureau of the Census. Each heading includes a number of jobs that fit into the general category such as teachers and nurses which are classified as professional, technical.

Comparison of the data in Table I-5 with the same information for Worcester County and Massachusetts shows that all are very similar to each other. Two examples of the similarity are the figures for the combined professional and managerical categories and the combined craftsmen, operatives transport operator categories. In the professional-managerial group Auburn has 24 o/o, Worcester County 23.7 o/o and Massachusetts 25.8 o/o. Thirty three percent of Auburn's workforce are craftsmen operatives as compared with 33.5 o/o in the county and 30.6 o/o in the state. From these examples one can see the lack of significant variation between Auburn, the county and the state.

Table I-5

Occupations



As further breakdown of the occupational data by census tract is shown in Table I-5. From this information one can compare the various areas of town by occupational breakdown. The table shows a somewhat higher concentration of professional-managerial and clerical-sales personnel, in tracts 4 and 5 and higher concentrations of skilled workers in tracts 1 and 2. Studies by Bundy found that 80.2 o/o of the employed adult library users came from the professional-technical and clerical-sales groups. There is a somewhat higher concentration of these job classifications in the eastern half of town.

TABLE I-6
Profiles of Family Income

Category of Income level	less than $5,000	$5,00-7,999	$8,000-14,999	$15,000-24,999	$25,000-49,000	50,000
Tract 1						
# Families	31	66	352	79	13	0
o/o Families	5.7 %	12.2%	65.1 %	14.6%	2.4 %	0 %
Tract 2						
# Families	85	146	506	257	2	0
o/o Families	8.5 %	14.7 %	50.8 %	25.8 %	.2 %	0 %
Tract 3						
# Families	77	102	418	116	13	0
o/o Families	10.6 %	14 %	57.5 %	16 %	1.8 %	0 %
Tract 4						
# Families	81	118	497	263	72	0
o/o Families	7.8 %	11.4%	48.2 %	25.5 %	6.9%	0 %
Tract 5						
# Families	71	60	324	201	29	0
o/o Families	10.3 %	8.7 %	47.2 %	29.3 %	4.2%	0 %

Median Income: Auburn-$11,371.00 Mass. $10,873 U.S. $9,590

Income characteristics of the families in Auburn are the focus of Table I-6. As can be seen from the median incomes, Auburn has a higher level of income per family than the state in general and the country. The income data reveals that the town of Auburn as a whole has a very high protion of middle income families. Only seven percent of the populace has an income of less than $5,000 and no one is recorded with an income exceeding $50,000. Examination by census tracts reveals that tracts 4 and 5 have the greatest portion of family incomes over $15,000. Tracts 2 and 3 have largest percentages of families with incomes less than $8,000. The largest number of families (52o/o) have incomes in the $8,000 to 15,000 range. This compares with the Worcester County average of 48.1 o/o and a state figure of 45.2 o/o. The concentration of incomes at the middle range demonstrates the overall picture of the income level of Auburn.

PHYSICAL CHARACTERISTICS

The town of Auburn is located in south central Massachusetts bordered on the north by the city of Worcester and by Millbury, Oxford and Leicester in clockwise order. It is 8 miles to the center of Worcester, 47 miles to Boston and 170 miles to New York City.

The terrain is hilly with elevations ranging from 500 to 800 feet above sea level. There are numerous small ponds scattered around the town connected by a system of brooks all flowing into the Blackstone River in Worcester. Auburn is 15.7 square miles in land area.

There are a full complement of service clubs and community groups in Auburn. At least thirty seven organizations could be identified and contacted. A breakdown by type reveals nine fraternal organizations and auxilaries, eleven church related groups, six service clubs and auxilaries, two civic organizations with the remainder being a miscellany of athletic groups and a variety of clubs for adults. By plotting the meeting schedules of the groups on a calendar it becomes apparent that Tuesday through Thursday are busy days for scheduling programs with Thursday being most heavily scheduled and Wednesday a close second. There are no meetings scheduled Fridays and a few on Monday. Timewise the meetings of the various groups are scattered throughout the day. Senior citizens tend to meet in the morning, youth groups in the afternoon and civic service and fraternal organizations in the evening. It can be said that most of the morning meetings fall on Thursdays and many evening meetings are on Wednesdays.

Estimates of membership indicate that the largest numbers of people belong to the organizations which have their own meeting facilities and which usually include a bar. These organizations often have regularly scheduled social events sometimes including entertainment. The three largest organizations with memberships ranging from 300 to 500 plus all fall into this category. Membership in other community groups tends to fall into two categories; there are about ten with between one and two hundred members and a large group with between twenty and fifty members. The most noticeable overlap of memberships seems to occur among the four organizations for senior citizens. Many of the same people reportedly attend the functions of all or most of these groups.

In general the various local organizations exist for one of two reasons. Some represent a specific interest such as Little League, Campfire Girls or a church group. The others provide opportunities for social gatherings. One factor common to both types of groups is participation in community betterment projects such as raising funds for scholarships and funding and building improvements for the town such as cleanup projects and facilities for the handicapped.

RECREATION - ACTIVE

A sports minded person from Auburn will find a fairly complete selection of recreation facilities in town. There are five areas set aside for various types of athletic activities and four schools which have some sort of finished outdoor facility. The necessary facilities exist for football, baseball, soccer, tennis, softball, golf, basketball, gymnastics, bowling and ice skating. In Worcester or other nearby locations one could find almost any other desired facility. Assessment of the participation in the various available activities indicates that considerable interest exist and in a number of areas continues actively well past high school. In addition to golf, bowling, swimming and tennis which normally remain as participant sports for the twenty plus adult, there are opportunities for organized team participation in softball and ice hockey. Leagues exist for children from age 5 or 6 through high school with ice hockey and baseball being the strongest programs enrolling 300 or 400 children. Despite the number of facilities available it has been said that participation is limited in some activities by the shortage of playing fields. In addition to the team sports there are two sportsmen's clubs in town which provide for archery, fishing and trap shooting. It can be seen that there is a great deal of interest and participation in various active recreational activities. The varying sport seasons call for different practice and game schedules none of which seems to cause any major dislocation of time.

ENTERTAINMENT - PASSIVE

Opportunities to go to a movie or a floor show are almost non existent in Auburn. There are no movie theaters and only a small number of night sport in Auburn. The reason for the lack of entertainment facilities in Auburn is its proximity to Worcester. Theaters, nightclubs and other types of entertainment exist there in sufficient quantity to supply the needs of all the suburban towns around the city.

CULTURAL AGENCIES

There are five colleges and universities in the city of Worcester, one art museum, an armor museum, a science center, two theatrical companies and a municipal auditorium which serves as host to various cultural functions. In addition to those there are numerous small groups carrying on a variety of other cultural functions. Because of its proximity to Worcester Auburn depends upon the organizations located there for its cultural benefits. Two small play reading groups are the only culturally oriented organizations actually located in Auburn.

Two of the organizations in Worcester were able to supply some information about where their patrons reside. In both cases Auburn ranked lower than one might expect in terms of support and use of the facility. A related but somewhat nebulous fact is that dramatic and musical productions at the high school consistently draw low attendance. There are some indications of cultural interest that run counter to these facts but on the whole it can be said that there is not a great deal of interest in activities such as dramatic presentation, art exhibitions and classical music.

COMMERCIAL ACTIVITIES

Auburn is characterized by having no dominant commercial enterprises. There are approximately four hundred businesses in Auburn, the largest of which employ between 100 and 150 people. Only about ten firms are this large and most of the remainder are much smaller having 25 or less employees.

There are four concentrations of commercial property in Auburn with three industrial parks and one good sized mall. The remaining businesses are scattered all over town especially along the two major highways that pass through. The large shopping mall located near the library is an important factor to life in Auburn and to the library because of its proximity. The location of the library makes it easily accessible to the employees and customers of the mall merchants.

Businesses located in Auburn provided approximately 2,100 positions according to the 1972 Census of Business. The 1970 Census reports that there are about 6,400 residents who are paid for a job. This demonstrates that the majority of Auburn residents must go elsewhere to work.

MEETING FACILITIES

There are a number of facilities available to Auburn residents for group meetings. The schools have a total of 20 rooms that can be used for evening meetings, with seating capacities ranging from 8 to 400. Some rooms are equipped with a stage and a public-address system.

Groups are required to pay a rental fee, plus a janitors fee. If the kitchen facilities are used, there is an additional charge for the services of one kitchen employee. The school Principal must be contacted when requesting the use of a meeting room.

Churches and several public organizations also have meeting rooms that can be rented.

TRANSPORTATION

Highways are a dominant feature in Auburn. Two routes of the Interstate system join near the center of town. I-90 is a major east-west access for all of New England and I-290 provides ready access to Worcester and continues on to link I-90 with I-495 providing a short cut for traffic to and from Maine and New Hampshire. Running roughly parallel to the interstate highways are two major state routes; 20 running east-west was the forerunner of I-90 and 12 which bisects the state North to South. The existence of these roadways has meant that for years Auburn has been a way station for through traffic, both commercial and tourist.

The coming of the Interstate system has altered the traffic patterns to the extent that through traffic now travels on limited access highways making local travel somewhat easier. It seems to be the concensus of opinion that the two Interstate highways have not disrupted local traffic to any serious extent by the presence of their right of ways. The barriers they form do not interfere with local residents moving about town. Much local traffic uses Auburn or Oxford Streets as main routes from place to place. These tow streets again run roughly parallel to the four highways and are usually more convenient to use. Also important in the local traffic pattern are I-290 and route 12 both of which run into Worcester where many residents work or carry on other activities.

Another important feature of transportation in Auburn is available alternatives to the automobile. There are four bus routes which enter Auburn. Three of these come from Worcester to a point in Auburn and return to Worcester. None of these three ventures more than halfway through the town. The fourth line passes through Auburn from Worcester to points south making stops along the way. Supplementing the bus service is a small taxi cab company which operates out of Auburn. Two of the bus routes pass the library and the taxi service has a stand in the neighboring shopping mall. Despite the proximity of these services there is not much to be gained by their presence because local residents seem to rely on their own transportation. Because of the layout of the town and the lack of much public transportation most townspeople depend on the automobile for getting around, in fact, a car is a virtual necessity.

GOVERNMENT

Auburn is governed by a representative town meeting which meets annually in May and from two to four other times during the year for special meetings. This group votes on annual budgets and bylaw changes. The executive functions are served by various elected boards and officials with primary emphasis on the selectmen and school committee. The library trustees are also an elected body responsible for library operations. Assisting the selectmen in running the town are an appointed Personnel Board for matters dealing with town employees not represented by a union and the Finance Committee which makes recommendations on all financial matters. These two groups include the library in their fields of operation.

Generally speaking the status of town departments for the year is determined at the annual town meeting in May. At this time the town meeting representatives will establish department budgets for the next fiscal year based on recommendations from the Finance Committee and Personnel Board. Because of the importance of funding to most endeavers this meeting generally determines what will follow in the next year.

COMMUNICATIONS MEDIA

Auburn residents are exposed to media news coverage from a number of different sources, both local and out of town. The local newspaper is the Auburn News, published weekly. Daily newspaper service to the residents is provided by the Worcester Telegram, a morning paper with a circulation of 58,701 and the Evening Gazette, published every evening with a suburban news section and a daily circulation of 92,135. Other popular daily newspapers are the Boston Herald American, Boston Globe, the New York Times and the Wall Street Journal.

Auburn does not have its own radio station. The residents, however, have an almost unlimited radio reception. There are eight radio stations operating out of Worcester, alone, 4 AM stations: WAAB-1040, WNEB-1230, WORC-1310, WTAG-580 and four FM stations: WAAF-1073, WCUW-913, WICN-90.5 and WSRS-96.1. These local radio stations cover a wide range of programs: folk, rock, classical, country western, "scothing" music, ethnic programs, current issues forums, local as well as national news and sports coverage. Plus these local stations, Auburn also receives all the Boston radio AM, FM, stations, Fitchburg, Rhode Island, Connecticut, New York, and sometimes even Canadian broadcasts depending on locality.

Auburn residents also have access to eleven TV stations: Channels 4,5,7,10,12,2, (a private educational cultural network), plus UHF Channesl 27,38,44,56. Channel 27 in Worcester is the only local TV station carrying local news and sports events besides their regular programming.

Auburn is also on Cable TV from Teleprompter cable TV from Worcester on Channel 13. CATV programming includes ethnic shows handicapped and drug programs, interviews with local people, talk shows or current issues and once a month a library program.

OTHER LIBRARIES

The Auburn Public Library is a member of the Central Massachusetts Regional Library System. This gives the residents access to consultant service, talking book service, a large audio-visual service, the regional bookmobile to supplement the library's collection and inter-library loan. The region is a member of the Worcester Consortium for Higher Education and the Worcester Area Cooperating Libraries which also gives the resident access to materials in any college or medical library through interlibrary loan. There is also a regional van to facilitate borrowing of materials and films from the 70 regional libraries. Being a member of the region gives the residents reciprocal borrowing priveleges in any of the other 69 member libraries. Besides the college and public libraries, there are also special libraries open to the public for research, such as the: American Antiquarian Social Library, John Woodman Higgins Memorial Library specializing in archaeology, Memorial Hospital, Norton Co. Library, State Mutual Life Assurance Co. of America, Temple Emanuel Library, U. Mass. Medical School Library, Worcester County Law Library, Worcester Historical Society Library, Worcester State Hospital Library, and the Worcester Telegram and Evening Gazette Library for newspaper reference.

Location is a good feature of the Auburn Public Library. Situated on Route 12, one of the main axis of the community, it is located in a humming retail trade area. Department of Public Works traffic counts indicate that an average of 13,000 vehicles a day pass this location making it the second busiest in town. Nearby are located another main route of local traffic and two exits from Interstate 290. There are few locations in town which are more easily accessable to motor traffic than the library.

Within a short walk of the library are located the junior and senior high schools and one of the elementary schools. Closer yet are a large shopping mall and the largest store of a local grocery chain. Also in the area are two quick service restaurants, several gas stations and a number of other businesses.

From the above information one can see that the library is well located in relation to where people are likely to be. There is an unmetered parking lot available to patrons with more than enough space for as many cars as are likely to transport people to the library. There could be one drawback to the busy location of the library in that parents may be reluctant to send small children to an area with so much traffic.

The library itself is a one story brick building with a location which is quite attractive for its commercial setting. Adjacent to the building are a pond and a park which are attractive. One drawback to finding the library is the lack of a clearly recognizable sign. Although there is a large lighted sign, it blends so well with the building that it is often missed.

Entry to the building is gained through two sets of double doors which are attained by a ramp or a single step. The manually operated doors are no problem for most people but they are an obstacle to a handicapped person. With the exception of the doors which are not automatic and rest room facilities the building presents no serious problem to the handicapped patron as it is all on one level.

The building is an eight year old structure which has been well maintained. An effort has been made to keep the building attractive through the use of color, plants and good upkeep. In design the reading area is one large room without any internal walls; this allows for great flexibility of space. The layout is such that the circulation desk can supervise both the adult and childrens rooms at once. It is also easily accessable to the patron who needs help. A patron standing near the doors or the circulation desk can see almost every feature of the library at a glance. This makes finding ones own way or giving directions reasonably easy. The overall impression of the library is that it is open, comfortable, well lighted, attractive and easy to use.

Personnel

Staffing the library are seven full-time employees and six part-time employees who bring the full-time equivalent staff to nine and a half. There is also one full-time custodian and five pages. Two staff members have a master's degree in library science, one a full-time employee and one part-time. Approximately half of the remaining staff have baccalaureate degrees and half are high school graduates. Many of the full-time staff members have received additional training in various phases of librarianship through extension courses and continuing education workshops. Supplementing the training received is the experience of the staff. The full-time staff range from eight to nineteen years of library experience.

Work assignments at the library are structured in a way that provides variety for the staff. All the full-time staff have at least one function for which they are responsible, such as classification, files or reference. In addition, each staff member shares in responsibility for the circulation desk on a regular basis. This type of schedule permits greater flexibility in scheduling and helps the staff to avoid boredom.

Table II-1 compares the size and experience of the library staff with the recommedations of the American Library Association.

Table II-1

APL staff compared with ALA Recommendations

Standards for Small Public Libraries 1962	Auburn Public Library has
1 to 2 Professionals	1 to 1/3 Professional
6.3 Staff for pop. served	9.5 F T E
Breakdown of Staff	
1+ Pros. (with experience)	1 1/3 Pros.
1 college graduate	3.6 college graduates
2-3 2yr. college	1 2yr. college
1-2 clerical	4.4 High school graduates
1-2 pages	5 page (1.5 F T E)

The data in table shows that the Auburn Public Library staff is larger than the minimum recommendation for its size. It is apparent when looking at the number of hours that the library is open to the public and the wide range of available services that more than the minimum number of staff are needed to meet the demands of time and service.

A slightly different emphasis is made by the 1967 standard of the Public Library Association. Their recommendation is that a library have one professional and two clerical staff for each 6,000 population. In Auburn this would mean a minimum of 2.5 professionals and 8.2 non professional staff.

Both the 1962 and 1967 standards do not reflect a situation that exists in Auburn and as a result the issue becomes more complicated. There are several staff members who are classified as subprofessionals and whose jobs are primarily not clerical. To a greater or lesser degree these suborofessionals perform a number of tasks generally regarded as professional. Without their help the library could not function. The combined evidence of the recommended standards and the actual duties of the sub-professional assistants makes a strong case for adding professional staff when the opportunity arises. Based on the current and probable future demand a staff of 2.5 to 3 professionals should be considered. By a combination of replacement as resignations occur and addition to meet demand the proportion of the staff should become 3 professionals and 7 clerical.

Facilities

The library moved from its small Carnegie style building to its current quarters in 1967. It contains a meeting room to seat eighty, a large workroom, a kitchen-lounge area, a boiler room and a garage for the bookmobile in addition to the public service areas.

Table II-2

	Space requirements ALA	Interim standards recommended minimum
Book storage	5700 linear ft.	5625 linear ft.
Reader space	5477 sq. ft.	1920 sq. ft.
Staff work space	1647 sq. ft.	1375 sq. ft.
Additional space	7376 sq. ft.	1800 sq. ft.
	14,500 sq. ft.	9495 sq. ft.

From the data in Table II-2 one can conclude that there is adequate space for the library for another ten or twenty years. Regretably the total figures do no reveal the shortage of space in the childrens service area. According to the Interim Standards there should be approximately one third of the floor space devoted to childrens, young adult and adult services. The sizes of the childrens room, 1617 square feet, and the adult services area, 6160 square feet, do not compare favorably with the recommended proportions. Even including space for young adult services with adult services the discrepancy in space is substantial. This difference is all the more evident when one looks into the childrens room with any idea of expanding services or shelving more materials.

Financial Resources

The fiscal 1976 budget for the Auburn Public Library totals $127,772.00 from tax revenue of the community.

Table II-3

Budget growth

1950	1955	1960	1965	1970	1975
$10.008	$19,250	$30,200	$40.845	$79,607	$113.000

Table II-3 shows the library budget at intervals over the last twenty five years. During this period the income has increased by more than 1000 per cent, a reflection of community growth, inflation and the new library building. The growing budgets also reflect the efforts of the librarians and trustees to maintain an effective library program. The fiscal year 1976 budget provides support at a rate of $8.16 per capita which compares favorably with a Massachusetts Municipal Appropriation Standard of $6.00 per capita and Wheeler's recommended $5.05 per capita. Allowing for inflation it would still seem that the per capita support is adequate for the size of the community. The materials budget of $21,400 is 16.6 per cent of the total

which may be compared with Massachusetts minimum standard of 15 per cent for a community this size. A final comparision of salary budgets shows the Auburn Public Library salary account of $70,610 or 61.3 per cent of the budget to be near Wheeler's 62 per cent standard. From the preceding comparisions it can be seen that the town provides at least minimum standard support for the library program. Of other portions of the budget it can also be said that there are sufficient funds to supply materials and services adequate for the upkeep of the building and collection.

Another set of statistics may help to analyze the APL financial support. The Massachusetts Board of Library Extension has recently released data on the public libraries of the state arranged by size. The most recent Comparative Public Library Report is based on 1974 annual reports from all public libraries in Massachusetts. There are 84 libraries in the population 10,000-24,000 size category in which Auburn is located. The report presents statistical information on ten elements of the data. Two of these comparisons were selected for ranking as a means of giving a picture of how APL stands with its peers in size. Selected as the most meaningful categories were per capita total library income and per catita materials expenditure, per capita. Table shows each category and the position of APL in it.

Table II-4
Per capita support and circulation

	Per capita total income	Per capita materials expenditure
Range	$1.06-18.45	$.33-3.46
APL	7.09	1.30
10th percentile	3.05	.52
25th	4.37	.76
Median	5.21	1.03
75th percentile	8.00	1.62
90th percentile	9.90	2.04
rank-Mass.	#30/84	#34/84
rank-CMRLS	#2/16	#2/16

From the data in Table II-4 several observations can be made. APL is average or above in both categories of support, a consistent pattern. Perhaps the most significant information concerns the rank of the library with others in the state and with others in the Central Massachusetts Library System, the closest libraries geographically. It is that from Auburn's position in the middle of one group and the top of the other libraries in CMRLS are not nearly as strong as those in other portions of the state and that in comparison with its immediate neighbors APL fares better than most in terms of budget support.

As was previously mentioned the library is funded 99.4 per cent from tax revenues. This enables the administration to prepare a single budget for funding without concern for fluctuations of special sources of income such as trust funds, fines or license fees. Another source of income which can be requested when needed is the State Aid to Libraries grant. This is an annual per capita grant from the state for which libraries must apply and meet the minimum state standards. In Auburn these funds accrue until requested for special projects such as air conditioning or a bookmobile.

Library Information Resources

At the end of fiscal year 1975 the Auburn Public Library reported a total collection of 48,580 items in its annual report to the Massachusetts Bureau of Library Extension. Table II-5 shows a breakdown of these items by categories of formats.

Table II-5
APL Information Resources

Category	# Items
Books	46,296
Periodicals	120
Microforms	572
Sound recordings, tapes cassettes	1265
Film 8mm & tapes	123
Filmstrips	113
Video tapes	12
Flat pictures	79
	48,580

There are existing standards of specific numbers of books, periodicals, newspaper subscription, and recordings listed in the Interim Standards. Suggestions are made for acquisition of other materials such as slides, films and pamphlets but no specific quantities are listed.

The recommendations of the Interim Standards are compared with the APL holdings in Table II-6.

Table II-6
FY '75 Holdings and Interim Standard Recommendations for populations of 10,000 to 24,999

Categories	FY '75 Holdings	Recommendation	Difference
Books	46,296	30,694	15,602
Magazines	120	75-100	20
Newspapers	6	3	3
Recordings	1059	200-500	559

For analyzing the data in Table II-6 one can see that APL has exceeded minimum quantity standards set by ALA. This would seem to indicate that the collection has been maintained at an acceptable level in comparison with existing standards.

Book Collection Evaluation

In order to gain some idea of the relative value of the Auburn Public Library book collection, two studies were done based on a sampling of the shelflist. It was decided that a sample of approximately four hundred would supply the necessary information. A count was made to determine what interval should be measured to insure a sample of the correct size. By selecting a card from every 2.6 centimeters of the shelflist, a ramdom sample of 392 titles was collected.

To evaluate the book collection the sample drawn was checked in the Wilson Standard guides series and also for date of publication. Table II-7 shows a listing of the titles for which a copyright date was listed arranged chronologically.

Table II-7

Age of Book Collection

Adult	1971-5	1966-70	1961-5	1965-60	1951-5	pre-1951	T
F	29	19	19	2	4	9	82
NF	28	41	30	11	11	15	135
	57	60	49	13	15	24	218
% of A collection	26.1%	27.5%	22.5%	5.9%	6.8%	11%	66.6%
Juvenile							
F	12	15	10	3	5	5	50
NF	7	14	17	10	2	9	59
	19	29	27	13	7	14	109
% of J collection	17%	26.6%	24.7%	11.9%	6.4%	12.8%	33.3%
N%	76	89	76	26	22	38	327
	23.2%	27.2%	23.2%	8%	6.7%	11.6%	100%

From the figures in Table II-7 several things are apparent. The collection has been kept current despite the small size of its previous home. As the table indicates, 73.6% of the book collection is fifteen years old or less and only 11.6% is more than twenty-five years old. This would seem to indicate that a policy of discarding worn out and outdated material and adding new titles has been maintained consistently. It also reflects the move to larger quarters in 1967 which greatly increased the shelf space available.

A second means of evaluating the book collection is to compare it to the H.W. Wilson Standard Catalog Series. While this is not the purpose for which the catalogs are designed, it does provide a measure for the collection. For this study the proportions of adult fiction, non-fiction and children's books were determined by taking the percentages indicated by the sample and multiplying them times the total number of volumes in the collection. The percent of recommended titles in each portion of the sample was mutiplied times the total number of titles in that portion to determine the number of recommended titles in each category. This in turn was compared with the number of titles anotated in each work to determine the percentage of listed

in the Fiction Catalog, 31.2 percent of the Public Library Catalog holdings and 52.6 percent of the titles in the Children's Catalog. These figures can not be regarded as totally reliable because of the amount of extrapolation involved in determining them. They are, however, of value in relation to each other. It could be concluded that the adult fiction and children's collections are stronger than the non-fiction collection because they contain markedly higher percentages of the titles in the standard lists.

History

Auburn's first free Public Library was inspired by the bequest of $1,000 in the will of one William Craig, a native of Auburn, who died in 1871. The conditions of his will directed that the money be used for the establishment and maintenance of a public library, provided the town appropriated an equal amount. Although the conditions were unanimously accepted by the townspeople and the resulting $2,000 deposited in the town treasury, it was later discovered that, inadvertently, the money had been absorbed for payment of other town expenses.

In any event, public interest had been aroused and a committee of five was appointed to establish a library in 1872. Space was a constant problem and for the next thirty-five years the library was to move through a succession of private homes, the basement of the Congregational Church and the Town Hall.

In 1911 the library moved into the first home of its own through the generosity of Leander S. Merriam who donated $8,000 to the town for the purpose of erecting a library building as a memorial to his father, mother and sister. His one stipulation was that the building "be free to all religious sects, all nationalities, rich and poor alike". Auburn's population at the time the Library was completed was 2,500; the Library contained 3,498 books and, in a year, circulated 6,918.

For the next fifty-five years, as young cardholders grew to adults and introduced their own children to the pleasure of reading, the Library shelves were filled to overflowing. Designed for a book capacity of 10,000 volumes, more than three times that number soon crowded every available space.

Between 1950 and 1964, the town's population nearly doubled, to more than 16,000. Just filling the current educational and entertainment needs of the townspeople, regardless of the future, was very much like operating a supermarket out of a closet.

The time for a new home had come.

In 1967 a new building for the library was completed. The collection was moved to the current quarters that year.

CHAPTER III
SERVICES

A library when it is not in use is a storehouse of materials - book and non-book. To understand the library as a community service agency, it is necessary to describe and analyze the various services which it provides.

Services are defined as those activities conducted by the library staff which result in direct or indirect advantage to the user. A direct service would be answering reference questions, story hours, circulation, film programs, etc; an indirect service would be the actual ordering and cataloging of the book or film. The services which will be discussed are: hours of service, circulation, registration, reference and information services to groups, technical services, and others such as displays, reading lists, etc.

HOURS OF SERVICE

The Auburn Public Library is currently open 67 hours per week from 9 A.M. to 9 P.M., Monday through Friday, and from 9 A.M. to 4 P.M. on Saturday. During the summer months the library is only open 51 hours from 9-8:30 Monday, Wednesday, Thursday and Tuesday and Friday from 9-5:30 and closed on Saturday.

The ALA Interim Standards for Small Public Libraries recommend that a library serving a population of from 10,000 to 24,999 should be open 45 to 60 hours per week. Since the population of Auburn is a little over 15,000, the library is well over the minimum recommendations for hours of service.

In 1971 the Auburn Public Library tried a 3 month (Oct.-Dec.) trial period of Sunday openings from 1-4 P.M. After the 3 month trial it was decided to close because of the poor circulation despite the Sunday hours being well publicized.

CURRENT CIRCULATION

A random sampling of 444 users was checked from the entire circulation file. Circulation records in the Auburn Public Library are maintained according to date due and alphabetically by author or call number. When a book is borrowed, the borrower's Gaylord card identification number is stamped on the book card retained by the library. In this way it is possible to determine which books are borrowed, when they are due and by whom they were borrowed. Each borrower's card number was then searched in the registration file for address, adult or juvenile status and what type of material was borrowed. A juvenile is considered any child from kindergarten age through the sixth grade. The names were then plotted, according to their addresses, on a large detailed street map of Auburn.

The results of this plotting by address showed that 17 o/o of the circulation was from other towns, mainly from 12 towns surrounding Auburn. The largest number of out of town borrowers were from Worcester then Oxford. The regional borrower's card that enables anyone from the 69 towns in the central region to have reciprocal borrowing privileges may account for the out of town use.

Juvenile registrations comprised only 6 o/o of the circulation but 25 o/o of the total material in circulation is children's books which would indicate that parents check out many of their children's books.

Table III-1 shows the breakdown by kinds of material in active circulation.

TABLE III-1
Materials in active circulation

Dewey categories	# in smaple	o/o of total materials in circulation
General works--000	0(n)	0
Philosophy--100	14	3.2 o/o
Religion--200	3	0.6 o/o
Social Sciences--300	25	5.7 o/o
Languages--400	1	0.2 o/o
Sciences--500	13	2.9 o/o
Technology--600	41	9.4 o/o
Fine Arts--700	22-	5.0 o/o
Humanities--800	7	1.6 o/o
History-Travel--900	22	5.0 o/o
Biography--B	7	1.6 o/o
Fiction--F	109	25.0 o/o
Children's books	111	25.5 o/o
Paperbacks	32	7.3 o/o
Magazines	15	3.4 o/o
Records	17	3.9 o/o
8 mm films	3	0.6 o/o
Talking Books	2	0.4 o/o
	Total 444	Total 25 o/o

The largest categories in circulation (25 o/o) are fiction and children's books which would indicate that half the materials borrowed are probably borrowed by housewives and children. As shown earlier many mothers borrow books for their children.

The next highest category of materials borrowed is in the 600's or technology, home improvement, repair books, do-it-yourself books which is again consistent with the number of foremen and craftsmen employed in Auburn.

REFERENCE AND INFORMATION SERVICES

The ALA Interim Standards for Small Public Libraries state that:

> "The local community library should have materials which furnish the information most frequently requested on a wide range of topics, and should have personnel able to locate facts in the resources."

The Auburn Public Library has an up-to-date reference collection of roughly 525 titles; many up-dated automatically. There are 285 linear feet of shelving for adult reference in a designated area that has seating for 32 people. The periodical indexes and Moody's business books are on a separate table for easier patron use. The children's reference books are housed in the children's room. The reference collection is adjacent to the all-purpose circulation/information desk. Back issues of periodicals are kept in a closed storage room, available upon request. Some magazines plus the New York Times are available on microfilm. Reference services are provided as needed or requested, but these services are not actively promoted.

The staff are able to provide adequate information service whenever the library is open. However, it is not possible to have a full complement of the best-trained staff in all subject areas available at all times. This is particularly true during evening hours when a qualified children's or adult reference assistant may not be scheduled. In an effort to provide the best possible service whenever the library is open, all staff members are given in-service training in the use of the reference collection.

Supporting the library staff and reference collection is the Central Massachusetts Regional Library System (CMRLS). This is a state-funded regional library serving 69 member towns in central Massachusetts. Among the services it provides are interlibrary loan and a telephone reference service. Through this system, it is possible to get information from the resources of the Worcester Public Library staff and collection simply by placing a telephone call. In addition, books can be requested by phone and if available, the patron can pick them up immediately by driving in to Worcester, or have them delivered to the library by van delivery. The interlibrary loan network includes the libraries of the region, state and nation depending upon the needs of the patron.

REGISTRATION

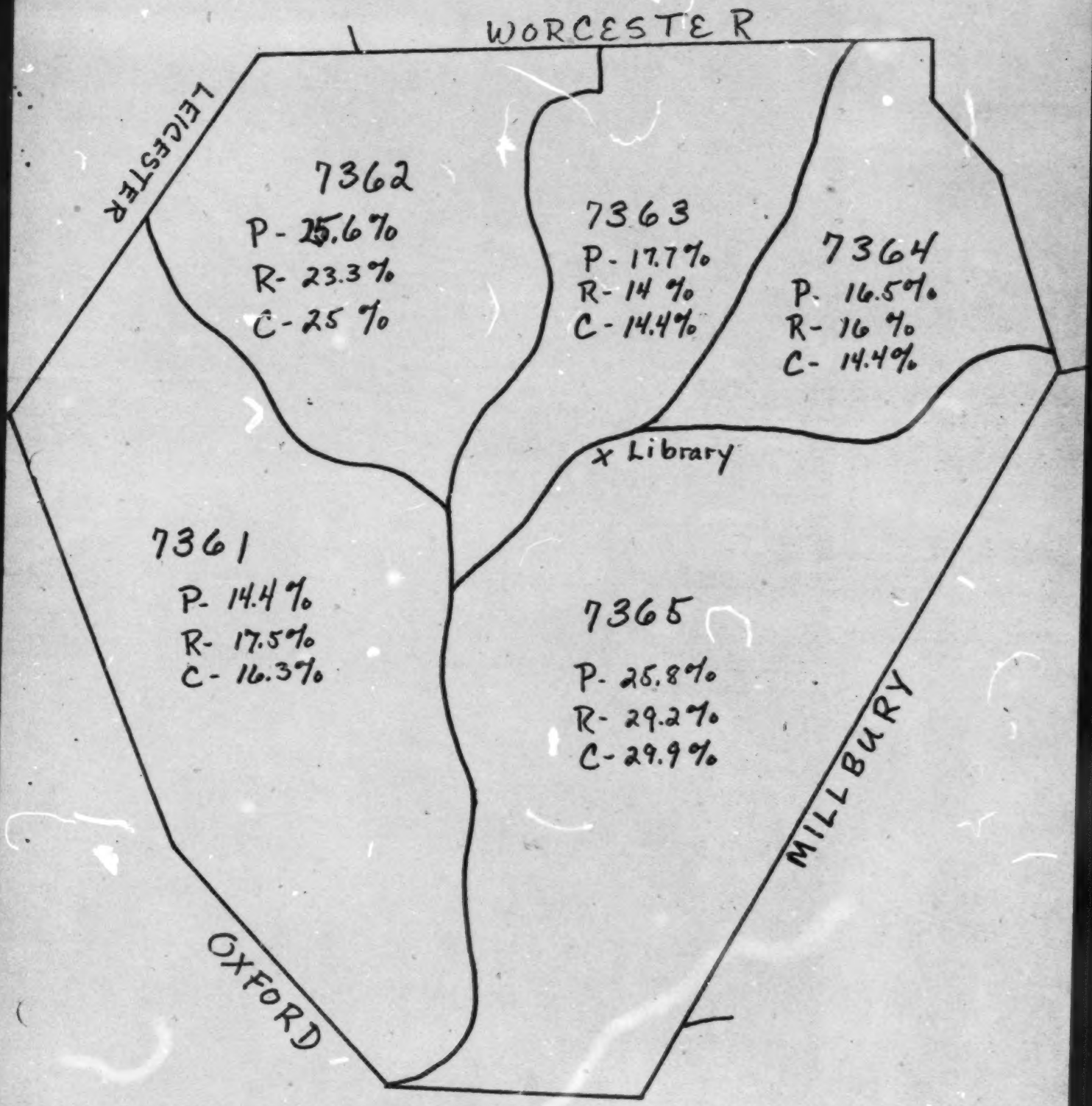
To register for a card at the Auburn Public Library one must be a resident of Massachusetts age five or older. There is no charge to register for any resident of the state. Children through sixth grade are issued a juvenile card and must have signature of a parent on their registration.

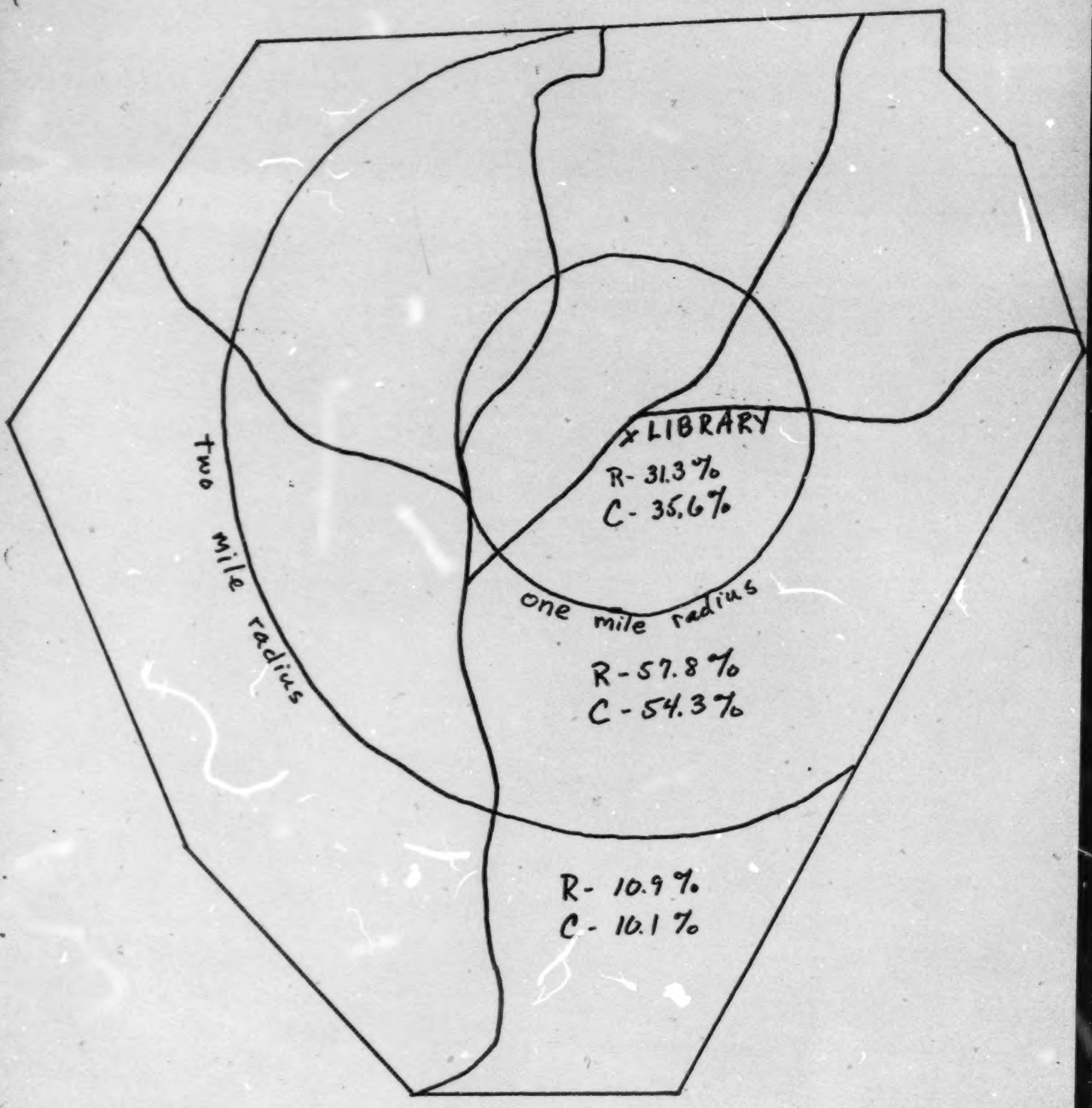
All cards are issued with a three year expiration date to allow for periodic updating of the information in the registration file. The most valid information on the registration forms is the name, address and telephone number, as this is most relevant to the needs of the circulation system. Because no full scale effort to week out the registrations on file has been made in ten years, it can be assumed that there are registrations on file which are no longer valid.

In order to obtain a picture of registrations in Auburn a sample was taken to produce approximately four hundred representative registrations. By measuring the file and taking the information on the card every 2.6 centimeters beginning at a randomly selected point it was insured that the sampling is representative of the file.

Auburn Census Tracts

% Population (P)
% Registration (R)
% Circulation (C)





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Auburn - Distance from library

Registration (R)
Circulation (C)

TABLE III-2
Percent of population, registration and circulation.

TRACT	o/o population	o/o registration	o/o circulation
7361	14.4	17.5	16.3
7362	25.6	23.3	25.0
7363	17.7	14.0	14.4
7364	16.5	16.0	14.4
7365	25.8	29.2	29.9

Table III-2 shows the percent of population, registration and circulation in each census tract. This illustrates a close correlation in all three categories with the greatest similarity being in registration anc circulation. The map of the census tracts and the map showing distance from the library illustrate the relatively blaances use by patrons from all parts of town. As with the circulation figures, there is less use by people living close to the library. This reflects the nature of the property around the library which is predominantly commercial.

Two other characteristics of the registration were revealed by the sampling. 83.4 o/o of the registrations were adult and only 16.6 o/o were juvenile. Because childrens circulation ran significantly higher than this registration it must be concluded that many childrens books are taken out on adult cards. This relates, seemingly, to the fact that a low portion of residences are within easy walk of the library and many children come with their parents. Another characteristic of the sample was the higher portion of adult female, 56.9 o/o than male 43.8 o/o registrations while there were more junenile male 55.7 o/o registrations than female 44.3 o/o. Of the total registrations file there were 56.9 o/o female and 43.8 o/o male registrations. These figures are similar to national norms for registration..

SERVICES TO GROUPS

Part of the library philosophy is to provide service to the whole community. This entails much more than offering basic reference and inter library loan. Because of the differences in age, interests and in various other characteristics a wide range of services is necessary. Often the library must reach outside itself to provide necessary services. For more than twenty years the bookmobile has brought the library to the scattered neighborhoods of the community. At the present time it makes about twenty stops a week to reach its enthusiastic audience primarily composed of children, Many bookmobile patrons would have difficulty in getting to the library because of lack of transportation. Another service that the library provides is service to the homebound. While this is not frequently utilized it is available upon request.

Service to the handicapped is another important facet of the library's offering. For the blind there is a collection of talking books to supplement those available through the regional library for the blind. A talking book machine is also available for a new borrower to try before becoming involved in the full program. Partially sighted patrons can borrow from the library's collection of large print titles. Page turners and magna lenses can also be obtained through the library from the regional library system. A highly successful childrens' program is carried on throughout the year. Story hours for four year olds have such a large enrollment that two sessions are needed. Film programs are scheduled on winter Saturdays and often during vacation periods. During the summer a variety of interesting programing is done in the library and on the bookmobile. Some of the offerings have included a pet show, craft classes, knights and annual summer reading program. The public library provides introductory sessions for children in the third, sixth and seventh grades. Classes are brought to the library on a scheduled basis for instruction in how to use the materials available there.

TECHNICAL SERVICES

Although rarely visible to the public, technical services, such as book selection, cataloging, book repairs and material processing are fundamental to the successful operation of any library.

The equivalent of 3 full time staff members work in technical processing. The books are ordered through a jobber, received, invoices checked and all fiction, juvenile and CIP books are cataloged immediately. Non-fiction rush or reserve books are also processed immediately but not cataloged until Josten cards are received. As a result the time between ordering an item and placing the item on the shelf is very efficient- high demand items reach the public very quickly.

The technical processing area is a large spacious light room where the work flows well.

MISCELLANEOUS OTHER SERVICES

Attractive bulletin board displays are presented every month. A new acquisition list is available at the circulation desk. A small vertical file collection is also maintained.

Aside from groups of tables and chairs and study carrels which are available for patrons to use for work or study, facilities are also provided for viewing filmstrips microfilm, and listening to records.

A meeting room is available upon request for any group or organizational use. It is equipped with folded chairs to seat 80 people and also has a movie screen. The library loans its 16mm projector, filmstrip projector, 8mm projector and video equipment to groups and organizations along with the software for each. There is a calendar of community events and library activities, meeting room use and any other announcements the poeple may want to advertise.